

Station WISH-TV INDIANAPOLIS, IN
 Advertiser () MIKE PENCE FOR GOVE
 Product MIKE PENCE
 Estimate# 2662
 Buyer WHITNEY EVERSOLE
 Phone#
 Fax#

Agency () STRATEGIC MEDIA PLACEMENT
 7669 STAGERS LOOP
 DELAWARE, OH 43015
 Agency C/P1/P2/E //2662
 Flight Dates 09/12/2012 - 09/24/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () KATE BRADY
 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
 CLIENT: MIKE PENCE FOR GOVERNOR SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS 2X REBOUGHT ON SEP LN	:30	\$350.00	09/12-09/14	1	1	1	\$350.00	
	2	M-F	6A-7A	NEWS Buyline Comment: NEWS RATE CHNG, 2X CXL'D	:30	\$450.00	09/17-09/21	3	1	3	\$1,350.00	
	3	M	6A-7A	NEWS Buyline Comment: NEWS RATE CHNG	:30	\$450.00	09/24-09/24	1	1	1	\$450.00	
	4	W-F	7A-9A	NEWS Buyline Comment: EARLY SHOW 1X REBOUGHT ON SEP LN	:30	\$200.00	09/12-09/14	1	1	1	\$200.00	
	5	M-F	8A-9A	NEWS Buyline Comment: EARLY SHOW TP/RATE CHNG, 1X CXL'D	:30	\$150.00	09/17-09/21	3	1	3	\$450.00	
	6	M	8A-9A	NEWS Buyline Comment: EARLY SHOW TP/RATE CHNG	:30	\$150.00	09/24-09/24	1	1	1	\$150.00	
	7	W-F	11A-12P	NEWS Buyline Comment: PRICE IS RIGHT RATE CHNG	:30	\$450.00	09/12-09/14	2	1	2	\$900.00	
	8	M-F	11A-12P	NEWS Buyline Comment: PRICE IS RIGHT RATE CHNG	:30	\$450.00	09/17-09/21	3	1	3	\$1,350.00	

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	9	M	11A-12P	Buyline Comment: PRICE IS RIGHT RATE CHNG	:30	\$450.00	09/24-09/24	1	1	1	\$450.00	
	10	W-F	12P-1230P	Buyline Comment: NEWS RATE CHNG	:30	\$400.00	09/12-09/14	1	1	1	\$400.00	
	11	M-F	12P-1230P	Buyline Comment: NEWS RATE CHNG	:30	\$400.00	09/17-09/21	1	1	1	\$400.00	
	12	M	12P-1230P	Buyline Comment: NEWS RATE CHNG	:30	\$400.00	09/24-09/24	1	1	1	\$400.00	
	13	W-F	530P-6P	Buyline Comment: NEWS RATE CHNG	:30	\$600.00	09/12-09/14	2	1	2	\$1,200.00	
	14	M-F	530P-6P	Buyline Comment: NEWS RATE CHNG, 1X CXL'D	:30	\$600.00	09/17-09/21	1	1	1	\$600.00	
	15	M	530P-6P	Buyline Comment: NEWS RATE CHNG	:30	\$600.00	09/24-09/24	1	1	1	\$600.00	
	16	W-F	6P-630P	Buyline Comment: NEWS RATE CHNG, 1X CXL'D	:30	\$600.00	09/12-09/14	2	1	2	\$1,200.00	
	17	M-F	6P-630P	Buyline Comment: NEWS RATE CHNG, 2X CXL'D	:30	\$600.00	09/17-09/21	3	1	3	\$1,800.00	

Station WISH-TV INDIANAPOLIS, IN **Agency** () STRATEGIC MEDIA PLACEMENT **Rep Firm**
Advertiser () MIKE PENCE FOR GOVE **7669 STAGERS LOOP** **Sales Office** () PHILADELPHIA
Product MIKE PENCE **DELAWARE, OH 43015** **Salesperson** () KATE BRADY
Estimate# 2662 **Agency C/P1/P2/E** //2662 **Salesperson Phone#** 215-567-6005
Buyer WHITNEY EVERSOLE **Flight Dates** 09/12/2012 - 09/24/2012 **Salesperson FAX#** 215-567-5938
Phone# **Hiatus Weeks**

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	18	M	6P-630P	NEWS	:30	\$600.00	09/24-09/24	1	1	1	\$600.00	
				Buyline Comment: NEWS								
				RATE CHNG								
	19	W-F	7P-730P	INSIDE EDITION	:30	\$550.00	09/12-09/14	2	1	2	\$1,100.00	
				Buyline Comment: INSIDE EDITION								
				RATE CHNG								
	20	M-F	7P-730P	INSIDE EDITION	:30	\$550.00	09/17-09/21	2	1	2	\$1,100.00	
				Buyline Comment: INSIDE EDITION								
				RATE CHNG								
	21	W-F	730P-8P	TONIGHT	:30	\$600.00	09/12-09/14	2	1	2	\$1,200.00	
				Buyline Comment: ENT TONIGHT								
				RATE CHNG								
	22	M-F	730P-8P	TONIGHT	:30	\$600.00	09/17-09/21	2	1	2	\$1,200.00	
				Buyline Comment: ENT TONIGHT								
				RATE CHNG, 1X CXL'D								
	23	M	730P-8P	TONIGHT	:30	\$600.00	09/24-09/24	1	1	1	\$600.00	
				Buyline Comment: ENT TONIGHT								
				RATE CHNG								
	24	W-F	11P-1135P	NEWS	:30	\$900.00	09/12-09/14	2	1	2	\$1,800.00	
				Buyline Comment: LATE NEWS								
				RATE CHNG, 1X CXL'D								
	25	M-F	11P-1135P	NEWS	:30	\$900.00	09/17-09/21	2	1	2	\$1,800.00	
				Buyline Comment: LATE NEWS								
				RATE CHNG, 2X CXL'D								
	26	M	11P-1135P	NEWS	:30	\$900.00	09/24-09/24	1	1	1	\$900.00	
				Buyline Comment: LATE NEWS								
				RATE CHNG								

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 7669 STAGERS LOOP
 DELAWARE, OH 43015
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Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () KATE BRADY
 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	27	SA	6A-9A	DAYBREAK	:30	\$250.00	09/15-09/22	1	2	2	\$500.00	
				Buyline Comment: DAYBREAK								
				RATE CHNG								
	28	SA	7P-8P	NEWS	:30	\$400.00	09/15-09/15	1	1	1	\$400.00	
				Buyline Comment: NEWS								
				RATE CHNG								
	29	SA	11P-1130P	NEWS	:30	\$600.00	09/15-09/22	1	2	2	\$1,200.00	
				Buyline Comment: NEWS								
				RATE CHNG								
	30	SU	6A-9A	DAYBREAK	:30	\$200.00	09/16-09/23	1	2	2	\$400.00	
				Buyline Comment: DAYBREAK								
				RATE CHNG, 1X CXL'D								
	31	SU	9A-1030A	SUN MORNING	:30	\$500.00	09/16-09/23	0	0	0	\$0.00	
				Buyline Comment: SUN MORNING								
				2X CXL'D								
	32	SU	11P-1130P	LATE NEWS	:30	\$650.00	09/16-09/23	0	0	0	\$0.00	
				Buyline Comment: LATE NEWS								
				2X CXL'D								
	33	W	8P-9P	BIG BROTHER	:30	\$1,500.00	09/12-09/12	1	1	1	\$1,500.00	
				Buyline Comment: BIG BROTHER								
				1X REINSTATED								
	34	SU	1P-4P	NFL- COLTS	:30	\$11,000.00	09/23-09/23	1	1	1	\$11,000.00	
				Buyline Comment: NFL- COLTS								
	35	TH-F	6A-7A	NEWS	:30	\$450.00	09/13-09/14	2	1	2	\$900.00	
				Buyline Comment: NEWS								
				REBOUGHT FROM LN 1								
	36	TH-F	8A-9A	EARLY SHOW	:30	\$150.00	09/13-09/14	1	1	1	\$150.00	
				Buyline Comment: EARLY SHOW								
				REBOUGHT FROM LN 4								

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Advertiser	() MIKE PENCE FOR GOVE		7669 STAGERS LOOP	Sales Office	() KATE BRADY
Product	MIKE PENCE		DELAWARE, OH 43015	Salesperson	
Estimate#	2662		Agency C/P1/P2/E //2662	Salesperson Phone#	215-567-6005
Buyer	WHITNEY EVERSOLE		Flight Dates 09/12/2012 - 09/24/2012	Salesperson FAX#	215-567-5938
Phone#			Hiatus Weeks		
Fax#					

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	37	M-F	6P-630P	NEWS	:30	\$400.00	09/17-09/21	1	1	1	\$400.00	
			Buyline Comment: NEWS ADDED AS MKGD FOR HL#6847110									
	38	F	1237A-137A	LATE LATE SHOW	:30	\$125.00	09/14-09/14	1	1	1	\$125.00	
			Buyline Comment: LATE LATE SHOW 1X ADDED TO SKED									

---REPORT TOTALS---
 Report Totals: 57 / \$39,125.00

---SALES MONTHLY TOTALS---

Sep 12: 57 / \$39,125.00
 Sales Totals: 57 / \$39,125.00
 Station Totals: 57 / \$39,125.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$118,310	CABL 0%	WISH 33%	WNDY 0%	WRTV 17%	WTHR 32%
		WTTV 0%	WXIN 16%			

---COMPETITIVE COMMENTS---

COMP UPDATED

Books null
 Demos RA35+

---CREDIT RISK---
 CASH IN ADVANCE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐**FEDERAL CANDIDATE**☒**STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:**Date:**I, KEGAN BERAN / WHITNEY EVERSOLE,being/on behalf of: MIKE PENCE, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: GOVERNOR OF INDIANAin the GENERALelection to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/11/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Spot Manager: All, 09/12/12-09/24/12

Station	Advertiser	Product	Estim Order Inventory Descr	Time Period	Length	Date	Air Time	Inv. Code	Place	Rate	Ad-ID	MG	MG Info
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Alt Order #: 06851256

WISH	POL/Mike Pence for (MIKE PENCE2662	Daybreak @ 6		558-7a	:30	09/12/12	6:43:26 AM Daybreak @6 W/			\$350.00	TVGENPENC12131		
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @6		558-630p	:30	09/12/12	6:13:58 PM News 8 @6			\$600.00	TVGENPENC12131		
WISH	POL/Mike Pence for (MIKE PENCE2662	Wednesday 8-9p		758-9p	:30	09/12/12	7:57:51 PM Wed Hour 1			\$1,500.00	TVGENPENC12131		
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @ 11 M-F		11-1135p	:30	09/12/12	11:28:52 PM LN M-F			\$900.00	TVGENPENC12131		
WISH	POL/Mike Pence for (MIKE PENCE2662	Daybreak @ 6		558-7a	:30	09/13/12	6:58:41 AM Daybreak @ 6			\$450.00	TVGENPENC12131		
WISH	POL/Mike Pence for (MIKE PENCE2662	CBS This Morning @7a 7-8a			:30	09/13/12	7:56:17 AM CBS This Mornin			\$200.00	TVGENPENC12131		
WISH	POL/Mike Pence for (MIKE PENCE2662	CBS This Morning @8 8-9a			:30	09/13/12	8:25:56 AM CBS This Mornin			\$150.00	TVGENPENC12131		
WISH	POL/Mike Pence for (MIKE PENCE2662	Price Is Right		1058-12p	:30	09/13/12	11:29:11 AM Price Is Right			\$450.00	TVGENPENC12131		
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @ 530p		530-6p	:30	09/13/12	5:33:28 PM News 8 @530			\$600.00	TVGENPENC12131		
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @6		558-630p	:30	09/13/12	6:06:02 PM News 8 @6			\$600.00	TVGENPENC12131		
WISH	POL/Mike Pence for (MIKE PENCE2662	Inside Edition		658-730p	:30	09/13/12	7:21:12 PM M-F 7-730p			\$550.00	TVGENPENC12131		
WISH	POL/Mike Pence for (MIKE PENCE2662	Entertainment Tonight		728-8p	:30	09/13/12	7:46:15 PM M-F 730-8p			\$600.00	TVGENPENC12131		
WISH	POL/Mike Pence for (MIKE PENCE2662	Late Late Show		1237a-137a	:30	09/14/12				\$125.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Daybreak @ 6		558-7a	:30	09/14/12	6:20:42 AM Daybreak @ 6			\$450.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Price Is Right		1058-12p	:30	09/14/12	10:58:26 AM Price Is Right			\$450.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Noon News		1158a-1230p	:30	09/14/12	12:23:03 PM Noon News			\$400.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @ 530p		530-6p	:30	09/14/12	5:50:42 PM News 8 @530			\$600.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Inside Edition		658-730p	:30	09/14/12	7:14:58 PM M-F 7-730p			\$550.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Entertainment Tonight		728-8p	:30	09/14/12	7:34:20 PM M-F 730-8p			\$600.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @ 11 M-F		11-1135p	:30	09/14/12	11:15:33 PM LN M-F			\$900.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Daybreak Saturday		558-9a	:30	09/15/12	8:37:49 AM Daybreak Saturd.			\$250.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	ET Weekend		658-8p	:30	09/15/12	7:28:42 PM Sat 7p-8p			\$400.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @11 Saturday		11-1135p	:30	09/15/12	11:19:11 PM LN Sa			\$600.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Daybreak Sunday		558-9a	:30	09/16/12	6:51:48 AM Daybreak Sunday			\$200.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	CBS This Morning @8 8-9a			:30	09/18/12				\$150.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Price Is Right		1058-12p	:30	09/18/12				\$450.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Inside Edition		658-730p	:30	09/18/12	M-F 7-730p			\$550.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @ 11 M-F		11-1135p	:30	09/18/12	11:08:14 PM LN M-F			\$900.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @6		558-7a	:30	09/19/12				\$400.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Daybreak @ 6		530-6p	:30	09/19/12	5:57:30 AM Daybreak @ 6			\$450.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @530p		558-630p	:30	09/19/12	5:45:49 PM News 8 @530			\$600.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @6		558-630p	:30	09/19/12	6:13:29 PM News 8 @6			\$600.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Entertainment Tonight		728-8p	:30	09/19/12	7:47:15 PM M-F 730-8p			\$600.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Daybreak @ 6		558-7a	:30	09/20/12	6:43:57 AM Daybreak @ 6			\$450.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	CBS This Morning @8 8-9a			:30	09/20/12	8:10:31 AM CBS This Mornin			\$150.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Price Is Right		1058-12p	:30	09/20/12	10:58:56 AM Price Is Right			\$450.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @6		558-630p	:30	09/20/12	6:28:56 PM News 8 @6			\$600.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Entertainment Tonight		728-8p	:30	09/20/12	7:46:30 PM M-F 730-8p			\$600.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Daybreak @ 6		558-7a	:30	09/20/12	11:24:52 PM LN M-F			\$900.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	CBS This Morning @8 8-9a			:30	09/21/12	6:59:26 AM Daybreak @ 6			\$450.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Price Is Right		1058-12p	:30	09/21/12	11:58:43 AM Price Is Right			\$450.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Noon News		1158a-1230p	:30	09/21/12	12:16:41 PM Noon News			\$600.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	News 8 @6		558-630p	:30	09/21/12	6:06:22 PM News 8 @6			\$550.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Inside Edition		658-730p	:30	09/21/12	7:14:43 PM M-F 7-730p			\$250.00			
WISH	POL/Mike Pence for (MIKE PENCE2662	Daybreak Saturday		558-9a	:30	09/22/12	8:36:49 AM Daybreak Saturd.						

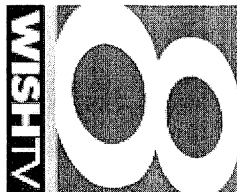
[Filtered by:] [Sorted by: Alt Order #]

Spot Manager: All, 09/12/12-09/24/12

Station	Advertiser	Product	Estimote Order Inventory Descr	Time Period	Length	Date	Air Time	Inv. Code (Place)	Rate	Ad-ID	MG	MG Info
Alt Order #: 06851256												
WISH	POL/Mike Pence for CMike Pence2662	News 8 @11	Saturday	11-1135p	:30	09/22/12	11:06:37 PM	LN Sa	\$600.00			
WISH	POL/Mike Pence for CMike Pence2662	Daybreak Sunday		558-9a	:30	09/23/12	7:36:22 AM	Daybreak Sunday	\$200.00			
WISH	POL/Mike Pence for CMike Pence2662	Colts Football		(1:00:00 PM-4:	:30	09/23/12	2:25:22 PM	Colts Football	\$11,000.00			
WISH	POL/Mike Pence for CMike Pence2662	Daybreak @ 6		558-7a	:30	09/24/12	5:58:45 AM	Daybreak @ 6	\$450.00			
WISH	POL/Mike Pence for CMike Pence2662	CBS This Morning @8		8-9a	:30	09/24/12	8:55:02 AM	CBS This Mornin	\$150.00			
WISH	POL/Mike Pence for CMike Pence2662	Price Is Right		1058-12p	:30	09/24/12	10:58:26 AM	Price Is Right	\$450.00			
WISH	POL/Mike Pence for CMike Pence2662	Noon News		1158a-1230p	:30	09/24/12	12:04:32 PM	Noon News	\$400.00			
WISH	POL/Mike Pence for CMike Pence2662	News 8 @ 530p		530-6p	:30	09/24/12	5:45:19 PM	News 8 @530	\$600.00			
WISH	POL/Mike Pence for CMike Pence2662	News 8 @6		558-630p	:30	09/24/12	6:27:11 PM	News 8 @6 SP S	\$600.00			
WISH	POL/Mike Pence for CMike Pence2662	Entertainment Tonight		728-8p	:30	09/24/12	7:40:10 PM	M-F 730-8p	\$600.00			
WISH	POL/Mike Pence for CMike Pence2662	News 8 @ 11 M-F		11-1135p	:30	09/24/12	11:24:27 PM	LN M-F	\$900.00			
									\$39,125.00			
									\$39,125.00			

[Filtered by:] [Sorted by: Alt Order #]

INVOICE



Remit Address:
WISH
 90359 Collections Center Drive
 Chicago, IL 60693
 Main: (317) 923-8888
 Billing: (317) 923-8888

Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE
Estimate Number	2662

Invoice #	204846-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/24/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	204846
Alt Order #	06851256
Deal #	
Order Flight	09/12/12 - 09/24/12

Billing Address:

Strategic Media Placement
Attention: Accounts Payable
 7669 Stagers Loop
 Delaware, OH 43015
 USA

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

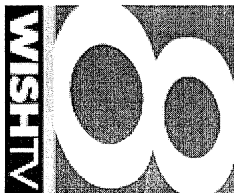
Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
1	WISH	Daybreak @ 6	558-7a		to						
				09/10/12	to 09/16/12	1x	--W----				
				W	09/12/12	:30	6:43 AM	TVGENPENC1213H	\$350.00		3
2	WISH	Daybreak @ 6	558-7a		to						
				09/17/12	to 09/23/12	3x	MTWTF--				
				W	09/19/12	:30	5:57 AM	TVGENPENC1213H	\$450.00		3
				Th	09/20/12	:30	6:45 AM	TVGENPENC1213H	\$450.00		4
				F	09/21/12	:30	6:11 AM	TVGENPENC1213H	\$450.00		2
3	WISH	Daybreak @ 6	558-7a		to						
				09/24/12	to 09/30/12	1x	M-----				
				M	09/24/12	:30	5:59 AM	TVGENPENC1213H	\$450.00		1
4	WISH	CBS This Morning @7a	7-8a		to						
				09/10/12	to 09/16/12	1x	--WT---				
				Th	09/13/12	:30	7:56 AM	TVGENPENC1213H	\$200.00		2
5	WISH	CBS This Morning @8	8-9a		to						
				09/17/12	to 09/23/12	3x	MTWTF--				
				Tu	09/18/12	:30	8:45 AM	TVGENPENC1213H	\$150.00		4
				Th	09/20/12	:30	8:22 AM	TVGENPENC1213H	\$150.00		3
				F	09/21/12	:30	8:29 AM	TVGENPENC1213H	\$150.00		2
6	WISH	CBS This Morning @8	8-9a		to						
				09/24/12	to 09/30/12	1x	M-----				
				M	09/24/12	:30	8:55 AM	TVGENPENC1213H	\$150.00		1
7	WISH	Price Is Right	1058-12p		to						
				09/10/12	to 09/16/12	2x	---TF--				
				Th	09/13/12	:30	11:29 AM	TVGENPENC1213H	\$450.00		1
				F	09/14/12	:30	10:58 AM	TVGENPENC1213H	\$450.00		2
8	WISH	Price Is Right	1058-12p		to						
				09/17/12	to 09/23/12	3x	MTWTF--				
				Tu	09/18/12	:30	10:59 AM	TVGENPENC1213H	\$450.00		1

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INVOICE



Remit Address:
WISH
90359 Collections Center Drive
Chicago, IL 60693
Main: (317) 923-8888
Billing: (317) 923-8888

Billing Address:

Strategic Media Placement
Attention: Accounts Payable
7669 Stagers Loop
Delaware, OH 43015
USA

Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE
Estimate Number	2662

Invoice #	204846-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/24/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	204846
Alt Order #	06851256
Deal #	
Order Flight	09/12/12 - 09/24/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

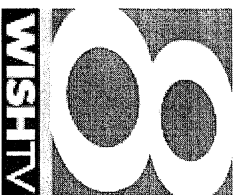
Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
8	WISH	Price Is Right	1058-12p	to	09/20/12	:30	10:59 AM	TVGENPENC1213H	\$450.00		2
	WISH			F	09/21/12	:30	11:59 AM	TVGENPENC1213H	\$450.00		3
9	WISH	Price Is Right	1058-12p	to	09/24/12	1x	M-----				
				M	09/24/12	:30	10:58 AM	TVGENPENC1213H	\$450.00		1
10	WISH	Noon News	1158a-1230p	to	09/10/12	1x	--WTF--				
				F	09/14/12	:30	12:26 PM	TVGENPENC1213H	\$400.00		1
11	WISH	Noon News	1158a-1230p	to	09/17/12	1x	MTWTF--				
				F	09/21/12	:30	12:26 PM	TVGENPENC1213H	\$400.00		1
12	WISH	Noon News	1158a-1230p	to	09/24/12	1x	M-----				
				M	09/24/12	:30	12:12 PM	TVGENPENC1213H	\$400.00		1
13	WISH	News 8 @ 530p	530-6p	to	09/10/12	2x	--WTF--				
				Th	09/13/12	:30	5:37 PM	TVGENPENC1213H	\$600.00		2
				F	09/14/12	:30	5:51 PM	TVGENPENC1213H	\$600.00		1
14	WISH	News 8 @ 530p	530-6p	to	09/17/12	1x	MTWTF--				
				W	09/19/12	:30	5:46 PM	TVGENPENC1213H	\$600.00		2
15	WISH	News 8 @ 530p	530-6p	to	09/24/12	1x	M-----				
				M	09/24/12	:30	5:53 PM	TVGENPENC1213H	\$600.00		1
16	WISH	News 8 @6	558-630p	to	09/10/12	1x	--W----				
				W	09/12/12	:30	6:14 PM	TVGENPENC1213H	\$600.00		2

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INVOICE



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 Billing: (317) 923-8888

Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE
Estimate Number	2662

Invoice #	204846-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/24/12

Billing Address:

Strategic Media Placement
Attention: Accounts Payable
 7669 Stagers Loop
 Delaware, OH 43015
 USA

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	204846
Alt Order #	06851256
Deal #	
Order Flight	09/12/12 - 09/24/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
17	WISH	News 8 @6	558-630p								
	WISH			09/17/12 to 09/23/12	3x	MTWTF--					
	WISH			W	09/19/12	:30	6:28 PM	TVGENPENC1213H	\$600.00		2
	WISH			Th	09/20/12	:30	6:23 PM	TVGENPENC1213H	\$600.00		5
	WISH			F	09/21/12	:30	6:12 PM	TVGENPENC1213H	\$600.00		4
				to							
				09/24/12 to 09/30/12	1x	M-----					
				M	09/24/12	:30	6:27 PM	TVGENPENC1213H	\$600.00		1
				to							
				09/10/12 to 09/16/12	2x	--WTF--					
				Th	09/13/12	:30	7:26 PM	TVGENPENC1213H	\$550.00		1
				F	09/14/12	:30	7:22 PM	TVGENPENC1213H	\$550.00		2
				to							
				09/17/12 to 09/23/12	2x	MTWTF--					
				Tu	09/18/12	:30	7:26 PM	TVGENPENC1213H	\$550.00		2
				F	09/21/12	:00			\$550.00	Credited	1
				to							
				09/10/12 to 09/16/12	2x	--WTF--					
				Th	09/13/12	:30	7:47 PM	TVGENPENC1213H	\$600.00		2
				F	09/14/12	:30	7:39 PM	TVGENPENC1213H	\$600.00		1
				to							
				09/17/12 to 09/23/12	2x	MTWTF--					
				W	09/19/12	:30	7:55 PM	TVGENPENC1213H	\$600.00		3
				Th	09/20/12	:30	7:55 PM	TVGENPENC1213H	\$600.00		2
				to							
				09/24/12 to 09/30/12	1x	M-----					
				M	09/24/12	:30	7:40 PM	TVGENPENC1213H	\$600.00		1
				to							
				09/10/12 to 09/16/12	1x	--W----					
				to							

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Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE
Estimate Number	2662

Invoice #	204846-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/24/12

Billing Address:

Strategic Media Placement
 Attention: Accounts Payable
 7669 Stagers Loop
 Delaware, OH 43015
 USA

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	204846
Alt Order #	06851256
Deal #	
Order Flight	09/12/12 - 09/24/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
24	WISH	News 8 @ 11 M-F	11-1135p	W	09/12/12	:30	11:29 PM	TVGENPENC1213H	\$900.00		2
25	WISH	News 8 @ 11 M-F	11-1135p	to	09/17/12 to 09/23/12	2x	MTWTF--				
	WISH			Tu	09/18/12	:30	11:13 PM	TVGENPENC1213H	\$900.00		2
	WISH			Th	09/20/12	:30	11:30 PM	TVGENPENC1213H	\$900.00		3
26	WISH	News 8 @ 11 M-F	11-1135p	to	09/24/12 to 09/30/12	1x	M-----				
	WISH			M	09/24/12	:30	11:29 PM	TVGENPENC1213H	\$900.00		1
27	WISH	Daybreak Saturday	558-9a	to	09/10/12 to 09/16/12	1x	-----S-				
	WISH			Sa	09/15/12	:30	8:38 AM	TVGENPENC1213H	\$250.00		1
	WISH			to	09/17/12 to 09/23/12	1x	-----S-				
	WISH			Sa	09/22/12	:30	8:36 AM	TVGENPENC1213H	\$250.00		2
28	WISH	ET Weekend	658-8p	to	09/10/12 to 09/16/12	1x	-----S-				
	WISH			Sa	09/15/12	:30	7:36 PM	TVGENPENC1213H	\$400.00		1
29	WISH	News 8 @11 Saturday	11-1135p	to	09/10/12 to 09/16/12	1x	-----S-				
	WISH			Sa	09/15/12	:30	11:23 PM	TVGENPENC1213H	\$600.00		1
	WISH			to	09/17/12 to 09/23/12	1x	-----S-				
	WISH			Sa	09/22/12	:30	11:09 PM	TVGENPENC1213H	\$600.00		2
30	WISH	Daybreak Sunday	558-9a	to	09/10/12 to 09/16/12	1x	-----S				
	WISH			Su	09/16/12	:30	6:54 AM	TVGENPENC1213H	\$200.00		1
	WISH			to	09/17/12 to 09/23/12	1x	-----S				
	WISH			Su	09/23/12	:30	7:36 AM	TVGENPENC1213H	\$200.00		2

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Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE
Estimate Number	2662

Invoice #	204846-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/24/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	204846
Alt Order #	06851256
Deal #	
Order Flight	09/12/12 - 09/24/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

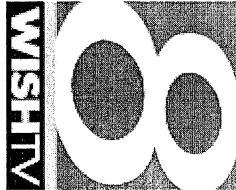
Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
33	WISH	Wednesday 8-9p	758-9p		09/10/12 to 09/16/12	1x	--W----				
	WISH				W 09/12/12	:30	7:58 PM	TVGENPENC1213H	\$1,500.00		1
34	WISH	Colts Football	Colts Football		09/17/12 to 09/23/12	1x	-----S				
	WISH				Su 09/23/12	:30	12:58 PM	TVGENPENC1213H	\$11,000.00		1
35	WISH	Daybreak @ 6	558-7a		09/10/12 to 09/16/12	2x	---TF--				
	WISH				Th 09/13/12	:30	6:59 AM	TVGENPENC1213H	\$450.00		1
	WISH				F 09/14/12	:30	6:23 AM	TVGENPENC1213H	\$450.00		2
36	WISH	CBS This Morning @8	8-9a		09/10/12 to 09/16/12	1x	---TF--				
	WISH				Th 09/13/12	:30	8:26 AM	TVGENPENC1213H	\$150.00		1
37	WISH	News 8 @6	558-630p		09/10/12 to 09/16/12	1x	---TF--				
	WISH				Th 09/13/12	:30	6:10 PM	TVGENPENC1213H	\$600.00		1
38	WISH	News 8 @ 11 M-F	11-1135p		09/10/12 to 09/16/12	1x	---TF--				
	WISH				F 09/14/12	:30	11:23 PM	TVGENPENC1213H	\$900.00		1
39	WISH	News 8 @6	558-630p		09/17/12 to 09/23/12	1x	MTWTF--				
	WISH				Tu 09/18/12	:30	6:21 PM	TVGENPENC1213H	\$400.00		1
40	WISH	Late Late Show	1237a-137a		09/10/12 to 09/16/12	1x	----F--				
	WISH				F 09/14/12	:30	1:08 AM	TVGENPENC1213H	\$125.00		1
Aired Spots											56

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Delaware, OH 43015
USA

Advertiser	POL/Mike Pence for Governor (R)
Product	MIKE PENCE
Estimate Number	2662

Invoice #	204846-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/24/12

Station	WISH
Account Executive	Petry/Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	204846
Alt Order #	06851256
Deal #	
Order Flight	09/12/12 - 09/24/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	
Product Code	

Agency Ref	IN9370/IN11002/IN14195
Advertiser Ref	

Gross Total **\$38,575.00**

Agency Commission **\$5,786.25**

Net Amount Due **\$32,788.75**

Payment Terms 30 Days

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